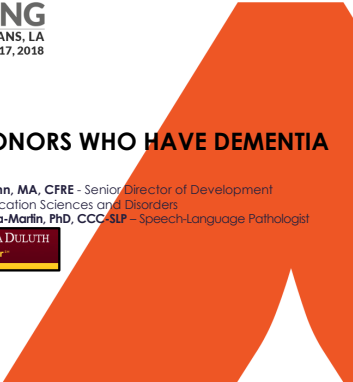




### STEWARDED DONORS WHO HAVE DEMENTIA

UMD School of Fine Arts  
**Rob Hofmann, MA, CFRE** - Senior Director of Development  
UMD Department of Communication Sciences and Disorders  
**Jolene Hyppa-Martin, PhD, CCC-SLP** - Speech-Language Pathologist



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### Affiliations



- Robert Hofmann, MA, CFRE is a Senior Director of Development at the University of Minnesota Duluth (UMD). Today's presentation is a professional independent exercise of the presenters. The University of Minnesota Foundation and UMD have not sanctioned or endorsed the findings of the referenced study nor today's presentation.
- Jolene Hyppa-Martin is a speech-language pathologist, clinical supervisor, and assistant professor in the UMD Department of Communication Sciences and Disorders and conducts research related to severe communication disabilities. Dr Hyppa-Martin has no financial relationships related to the content of this presentation.

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### Ethics & Dementia



- Professional fundraisers adhere to strict ethical standards
- May wish to continue to steward a respectful, professional relationship with an existing or former donor who is experiencing memory loss, while working with the donor's representatives
- A growing number of our faithful donors are living with Dementia that complicates our relationship with them, their families, care partners, and philanthropy advisors

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## The Professional Fundraiser



Rob's experience with donors with dementia

- Ill equipped to navigate this issue
- Desire to learn more about dementia
- Desire to apply what was learned to donor relationship

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## Dementia



- Definition of Dementia
  - A "collection" of symptoms
  - Memory, attention, language, communication, planning, judgment, decision making, problem solving, sensory systems
- Dementia is not Alzheimer's Disease
- Alzheimer's Disease is the most common cause
  - There are several causes
  - Possible to have dementia, but **not** have Alzheimer's

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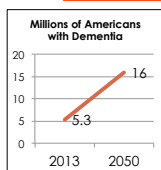
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## Dementia



- 1 in 10 65+ year olds have dementia
- Over 5.3 million Americans
  - Expected to double in the next 30 years
- Fastest growing clinical population
- For some professional fundraisers donor population may include many 65+ year olds



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## Survey- update

### Purpose

1. Do professional fundraisers experience a need or desire to steward relationships with previous donors who now have dementia?
2. Do professional fundraisers feel adequately prepared to communicate and interact with persons who have dementia?
  - If there is a need for additional preparation, what are preferences for content and delivery format?

This survey is conducted using methods approved by the Institutional Review Board.

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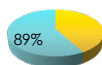
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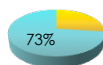
## Combined Pilot Survey Findings to Date

- Respondents are a highly-qualified group:
  - 91% college degrees; 55% graduate degrees; 33 % specialized certifications
  - Most had 11-20 years of experience
  - Most professional fundraisers in higher education

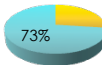
Worked with a Donor with Dementia



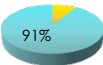
Lack Skills to Effectively Communicate



Uncomfortable Managing the Relationship



Would Benefit from Training to Maintain Respectful Relationships




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## Keys to Better Communication

1. Manage the environment
  - Distractions, lighting, face, level
2. Orient and Introduce
  - Offer and repeat key information
3. Reduce pronouns
  - Use nouns
4. Provide non-transient cues
  - Name tags, conversation pieces, pictures
5. Reminisce about the distant past
  - Growing up on the farm, not last week's shopping trip
6. Validate the underlying feeling or intent
  - "Your family has always been important to you..."
7. Help by providing a starter phrase
  - "You really liked the..." or "Your visit to Val..."
8. Ask choice questions
  - "Would you like coffee or tea?"
9. Keep your non-verbals positive
  - Convey pleasant attentiveness, not tension
10. Dignity and respect
  - The person and his/her wishes are worthy, unique, important. Support them in maintaining socially-valued roles.

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## Role Play



1. Purpose: To finalize an estate gift to the institution.
2. Purpose: To steward an existing relationship with a long-time donor.

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## Selected Resources



- Alzheimer's Association: [www.alz.org](http://www.alz.org)
- The American Speech-Language-Hearing Association, *What Can I Do to Communicate Better with a Person with Dementia?*: <http://www.asha.org/public/speech/disorders/dementia/>
- The American Speech-Language-Hearing Association, *What is Dementia?*: <http://www.asha.org/public/speech/disorders/dementia/>
- National Institute on Aging, *Alzheimer's Dementia*: <http://www.nia.nih.gov/alzheimers/publication/alzheimers-disease-fact-sheet>

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**Rachel Cyr, MA, CCC-SLP** – Graduate of UMD

The authors would also like to acknowledge the support of Dr. Dana Collins, PhD, CCC-SLP and Dr. Mark Mizuko, PhD, CCC-SLP

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